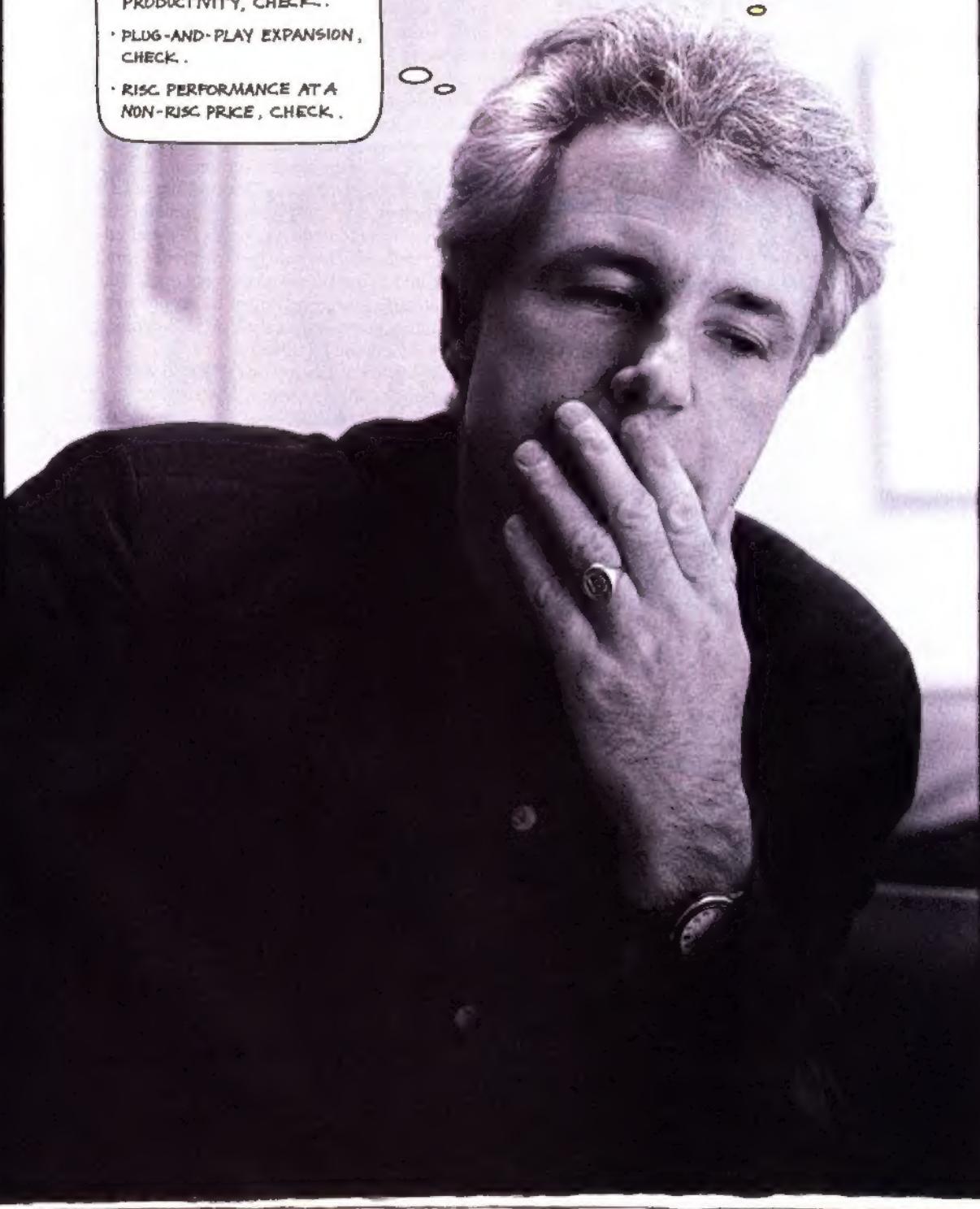


What would you
think of a computer that's
more powerful
than a PC, more human
than a Macintosh
and designed to work
with both?

- OUTPERFORMS 486 AND PENTIUM. CHECK.
- WORKS WITH MS-DOS. CHECK.
- WORKS WITH WINDOWS. CHECK.
- MEETS CORPORATE NETWORK STANDARDS. CHECK.
- INCREASES EMPLOYEE PRODUCTIVITY. CHECK.
- PLUG-AND-PLAY EXPANSION. CHECK.
- RISC PERFORMANCE AT A NON-RISC PRICE. CHECK.

I COULD DO SOME
REALLY COOL STUFF.



Think of it as the Macintosh for people who thought they could never have a Macintosh.

Check your preconceptions at the door.

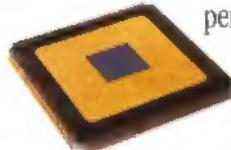
This isn't just a new family of Macintosh® personal computers. It's a whole new kind of personal computer.

A new architecture. A new chip. A new standard that exceeds previous personal computing standards—yet works with MS-DOS, Windows and Macintosh.

Introducing Power Macintosh® personal computers. More powerful than a Pentium processor-based PC. More human than Macintosh. The most powerful personal computers in the world.

The power of Apple, IBM and Motorola.

At the heart of Power Macintosh is the PowerPC™ 601 microprocessor: the first of a new family of ultra-high-performance RISC chips developed in a unique three-year collaboration between Apple, IBM and Motorola.



The PowerPC 601 has a lot of power inside it: the combined resources of IBM, Motorola and Apple.

RISC technology brings a whole new level of performance to personal computing. Software written to take advantage of its unique capabilities, in fact, will blow the doors off the same programs written for 486 PCs—and will run significantly faster than programs for Pentium processor-based PCs.

RISC technology makes everything work faster: from 3-D modeling applications that require

Power Macintosh	6100/60	7100/66	B100/80
Processor	PowerPC 601	PowerPC 601	PowerPC 601
Speed	60 MHz	66 MHz	80 MHz
Memory	8MB to 72MB	8MB to 136MB	8MB to 264MB
Expansion slots	1 PDS or NuBus	3 NuBus	3 NuBus
Hard disk storage	160MB or 250MB	250MB or 500MB	250MB to 1GB
Video support	DRAM	DRAM, VRAM 1MB to 2MB	DRAM, VRAM 2MB to 4MB
Networking	Ethernet	Ethernet	Ethernet
Apple Price	From \$1,819	From \$2,899	From \$4,249

All this plus built-in Macintosh PC Exchange, AppleScript, QuickTime software, TrueType fonts, GeoPort serial ports, 16-bit stereo audio input and output, file sharing without a dedicated server and more.

floating-point computations to basic business software.

Combine the increased power of RISC with the practical simplicity of a Macintosh, and the result is more work done in less time, with lower training and support costs.

The power to run MS-DOS, Windows and Macintosh software.

Many Power Macintosh configurations come bundled with SoftWindows, a software innovation that enables Power Macintosh to run hundreds of off-the-shelf MS-DOS and Windows programs at 386 and 486 performance levels. (Of course, every Power Macintosh can run thousands of Macintosh personal productivity programs, too.)

But that's just the beginning. "By the end of 1994,"

wrote *PC/Computing*, "you'll see



From left, the Power Macintosh 6100/60, Power Macintosh 7100/66 and Power Macintosh B100/80.

PowerPC systems for less than \$2,500 running Macintosh, Windows, DOS and native applications that make Pentium look like a draft horse."

This is just the latest example of Apple's commitment to making it easier for MS-DOS and Windows users to take advantage of Macintosh innovations—without sacrificing the investments they've already made in PC technology.

The power of RISC for as little as \$1,819.*

The whole computer industry is buzzing about the potential of RISC technology in PCs.

"My next computer will be a PowerPC. I was using Intel-based machines long before the PC was a glimmer in IBM's eye, but as Emerson said, foolishly held consistency is the hobgoblin of little minds.... It's time for a change, and the time is now," wrote Bill Machrone in *PC Week*. "That next machine will probably wear an Apple logo.... Apple appears to be a good six months ahead of IBM in terms of [PowerPC] product development and software integration."

Plug-and-play Ethernet networking is standard. So is plug-and-play expansion capability. So is CD-quality sound. Put it all together, and you've got a whole new way to think about Macintosh.

The power of the future.

You can hardly pick up a magazine these days without reading about how the worlds of video, sound, telephones and computers are coming together. About new developments like speech recognition, desk-to-desk videoconferencing and integrated voice mail. About how documents of the future will include not just text, num-

Software accelerated for Power Macintosh.

This is just a fraction of the software that is now or soon will be available in versions accelerated for Power Macintosh.

ACI 4th Dimension	Macromedia Authorware Professional
Adobe Illustrator	Macromedia Director
Adobe Photoshop	Macromedia MacroModel
Adobe Premiere	Microsoft Excel
Agfa-Gevaert N.V.	Microsoft Word
Aldus FreeHand	Nisus Writer 4.0
Aldus PageMaker	Oracle7
Aldus Persuasion	QuarkXPress
Alias Sketch1	Radius RocketShare
auto-des-sys form-Z	Radius VideoVision Studio
Claris ClarisWorks	RasterOps Horizon 24
ClarisImpact	Ray Dream Designer
Electric Image Animation System	Scitex Corporation Ltd.
Fractal Design Painter	Specular International Infini-D
Frame FrameMaker	Strata StudioPro
Graphisoft ArchiCAD	SuperMac cards and peripherals
Great Plains Dynamics Release Two	VideoFusion
Insignia Solutions SoftWindows	Virtus WalkThrough
Language Engineering LogoVista E to J	Wolfram Research Mathematica
Leaf Systems	WordPerfect 3.0
Lotus cc:Mail	WordPerfect Office

bers and graphics, but sound, video clips and animation.

To make the most of these vast new capabilities, you'll need to have the power of RISC technology—and the simplicity of Macintosh.

Of course, there's no better way to understand the power of Power Macintosh than to try one today at your authorized Apple reseller (for the name of one located near you, call 800-732-3131, ext. 600).

And see just how much more power a Macintosh can give you. The power to be your best.*

Introducing Power Macintosh.

Apple 